Fujitsu's ManageNow Delivers Immediate Savings

Delivers up to 65 percent cost savings in heterogeneous data centers

Paris, le 4 mars 2010 — Fujitsu today announces the extended launch of ManageNow, a management solution portfolio that automates and simplifies complex data center infrastructure management, with a focus on system monitoring and rollout support. An integrated part of Fujitsu's Dynamic Infrastructures, ManageNow enhances performance and improves efficiency and ease of data center operations. ManageNow fully supports cross-vendor solutions and heterogeneous environments.

Production-ready in just one week, ManageNow results in increased productivity, reducing implementation costs by as much as 65 percent compared to classical implementation methods. Thanks to a high level of automation and IT infrastructure management consolidation, ManageNow also reduces operating costs by up to 40 percent, by increasing data center system availability and productivity through service process standardization.

ManageNow can be extended flexibly according to business needs, giving organizations a role-based 360° view of their entire IT infrastructure. Thanks to continuous system monitoring, problems are identified automatically, then classified by priority based on their potential impact, so that rule-based error correction processes can automatically be implemented. Clear and concise system visualization helps to further reduce the complexity of managing IT infrastructures, making businesses more responsive.

A portfolio of modular solutions within ManageNow offer easy, automated implementation and efficient operation of customer-specific Enterprise IT Management (EITM). ManageNow supports heterogeneous environments, guaranteeing seamless integration with major IT Management solutions for many customers around the world.

Following a successful pilot program in Germany, Fujitsu is now rolling out the availability of ManageNow to a wider base of markets in the CEMEA&I region. s.Oliver, one of the leading fashion brands worldwide, is already using ManageNow to provide uniform IT Management for its global IT infrastructure, which is comprised of several hundred servers and 2,800 users. The highstreet fashion retailer chose Fujitsu's ManageNow solution to reduce the complexity of its IT management and to simplify tasks including inventory management, software distribution, remote control and reporting and documentation. ManageNow also helped reduce the personnel time required for IT system monitoring and reporting, and accelerated the introduction of improved service quality.

Kurt Engel, Manager IT Infrastructure from s.Oliver says, "ManageNow from Fujitsu is based on a comprehensive approach to IT that helps us manage our complex infrastructure easily, with more flexibility and security. The overall cost-effectiveness and efficiency of our IT operations have improved considerably thanks to this solution."

Rolf Strotmann, Vice President Enterprise Servers and Software at Fujitsu Technology Solutions, says: "There is no doubt that as technologies such as virtualization and dynamic resource allocation become commonplace in IT, so system management is becoming infinitely more complex. Fujitsu developed ManageNow to help IT managers to maintain control over increasingly complex networks, and to help maximize business velocity through standardizing and automating many routine tasks – freeing up IT staff to focus on value-add, rather than firefighting."

ManageNow is based on CA products, and customers are guaranteed additional peace-of-mind thanks to Fujitsu's platinum-level certification by CA.

Fujitsu lance l'initiative Product Carbon Footprint

- Cette initiative permettra de déterminer l'empreinte carbone de chaque produit mis sur le marché
- L'initiative PCF fait partie du plan global d'investissement de Fujitsu en matière de respect environnemental
- Ce programme entre dans le cadre du plan de réduction des émissions de CO2 engagé en 2007

Determination of PCF information creates transparency for customers

Paris, le 4 mars 2010 — Fujitsu today launches its Product Carbon Footprint (PCF) Initiative, intended to enable the company to determine and report PCF information for new products developed and manufactured by Fujitsu Technology Solutions. The initiative is based on Fujitsu's comprehensive experience gained over many years in Life Cycle Assessment activities in Japan.

Based at Fujitsu Technology Solutions facilities in Augsburg, Germany, the PCF initiative is a worldwide pilot for the Fujitsu Group. The project team is cross-functional, involving multiple Fujitsu Technology Solutions units and integrating external partners, such as the Bavarian bifa environmental institute (for analytical support) and the Fraunhofer Institute for Reliability and Microintegration (for critical review).

PCF is gaining worldwide acceptance as a metric for measuring the total amount of greenhouse gas emissions during an entire product lifecycle. Due to the structural complexity of electronics products, the precise determination of their PCF is a demanding task, and standards are still in preparation. Based on its PCF initiative, Fujitsu's aim is to provide customers with PCF information as soon as reporting standards are available. Transparency on PCF can extend customers' choice criteria and therefore help reduce carbon pollution, by enabling customers to opt for products with lower PCFs.

The initiative is the latest chapter in Fujitsu's long history of making active contributions to fight climate change. In 2007, the company published its target to reduce 7 million tons of CO_2 emissions in Japan during the fiscal 2007-2010 four-year period, and this was recently expanded to a global reduction goal of 15 million tons during the fiscal 2009-2012 timeframe. Fujitsu has also set a mid-term goal that by 2020 it will have reduced CO_2 emissions annually in Japan by 30 million tons, helping to realize a low carbon and prosperous society.[1] Furthermore, Fujitsu also engages in the standardization of methodologies for evaluating ICT effects on climate change, and energy efficiency of the power-feeding system.[2]